

Rural Tourism Post COVID-19: Perspectives & Possibilities

Mr. Akshay Nain

Assistant Professor, Amity School of Hospitality, Amity University, Haryana, India

ABSTRACT

To assess the current discussion about the possible impacts on rural tourism spots and places with such possible perspective, by the pandemic caused by corona virus, the relevant outcomes must be evaluated. The related results must be evaluated to assess the latest debate regarding the potential impacts on rural tourism spots and places with such possible perspective, by the pandemic caused by corona virus. This perspective may have either positive or negative consequences and it gives some insight into what could happen to certain rural tourist destinations if the global tourism industry picks up again. To show rural tourism conservation activities and to provide a commentary on the consequence of pandemic caused by covid-19 virus on the rural tourism atmosphere, a mix of online tools and studies of sustainable impact, as well as tourism, is used. The study also provides background and perspective on how COVID-19 reflection can impact rural tourism businesses in the upcoming times. This perspective paper not only incorporates valuable findings on the importance of rural tourism but also represents the recent rise of coexisting perspectives.

KEYWORDS: *Tourism, Covid-19's effect on tourism, Post covid-19 rural tourism*

INTRODUCTION

According to (Monidipa Dey, 2021), the travel & tourism trade has suffered a lot transversely the world affecting diverse allied segments such as hotels, tour & travel organizations, and operators managing tour activities and trade, diverse services of transportation, and much other. According to the World Travel and Tourism Council, the pandemic caused by the Covid-19 has cost around \$22 billion in harm and 50,000,000 job losses worldwide. Consequently, the Indian tour and travel trade has also observed a considerable turn down due to the Covid-19 pandemic that occurred in 2020.

Post covid-19, there will be a change in the travel behavior of the people. The change will be based on safety expectations and assumptions, before choosing to travel and even stay in a hotel organization. Additionally, travelers and hotel guests will look for destinations and hotels which are secure and cordial. The responsibility, therefore, is on the hotel and tourism sectors to reawaken the self-assurance amid guests and travelers reacting to the shifting tendencies of going to places of interest (Mushtaq Ahmed, 2020). Rural tourism will certainly be impacted because of the discussed outcomes of the pandemic,

emphasizing the need for the development of rural destinations being more safe, secure, and cordial for travelers.

Avram, D. (2020) discussed the major tendencies of tourism in rural areas and centers on the growth of this position in the countries that has genuine possibilities to turn out to be an orientation tourism spot globally. It is also found in the study that, constituent like, the development of housing arrangements in areas rural sectors, during the night rooms consumption, can be increased by stressing on businesses where agriculture and its activities can be utilized to educate people interested in knowing them and thus rural tourism in this form can also be more productive and revenue earning along with alterations in the contour of travelers that can power the movement of rural tourism. Rural destinations of Romania are examples that have prepared their impression as the supplier of rural tourism facilities that have a popularity at the global rank. Country visiting the attractions, alternatively known as rural tourism displays some of the major options for cultivators to make earnings without depending wholly on farming. For viable growth in this division,

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all the travel and tourism, and hospitality operators, owners and governments ought to ensure and make efforts for the fortification of the natural surroundings and resources for enhancing their competence and improving the performance of SMEs. (Ilic, B., 2020) reported that the sector of family hospitality is still encouraged. The weak sections of any society which are not properly developed for the large-scale tourism activities also add to the local economy's growth, this further strengthens the overall provincial advancement and so the growth of rural tourism could add to the viable growth of the area. It is also essential to have sustainable progress guidelines of rural tourism, taking into consideration the financial, ecological and societal machinery, that are essentials of rural tourism in a viable form.

Travel & Tour is a significant societal, trade, and industry activity in societies nearby areas surrounding beaches which worsen the ecosystem of these beached and areas quality when inadequately administered rising waste contamination on seashores during the major traveler periods (Garcés-Ordóñez, O., 2020), emphasizing on the urgent need for the improvement of such areas and change in the policies and frameworks for rural tourism's development.

Covid-19 & Breakdown of tourism: a discussion (Sigala, M., 2020) discussed the COVID-19 has provided a revolution prospect by conferring the conditions and the queries hoisted by the deadly disease. It is also discovered that the basic standards, organizations, and perceptions that the academia and tour & travel trade should confront and step forward to progress and rearrange to investigate and application fronts. The study also reveals and focused on the main effect of performances and knowledge that tourism needs, delivery, and organizations managing tourism spots and decision-makers are facing during stages of COVID-19 namely- retort, revival, and retune. These three levels provide an impression of the kind and extent of the pandemic caused by covid in 2020 and effects on tour and tourism leading to changes and insinuations for tour & travel investigative work.

(Gössling, S., 2020) reported that unparalleled worldwide tour limitations and homestay guidelines are generating the mainly stern disorder of the universal financial system. Tour & travel are essential elements of the tourism industry particularly vulnerable to procedures to offset covid-19 virulent disease because limited movement and societal estrangement threatening and altering civilization, the financial system, and travel & tour processes of tourism. However, there is hope for the bounce-back of tourism because of a variety of administration

involvement from the federal government as reported by (Ioannides, D., 2020). (Chang, C. L., 2020) discussed that pandemic has also resulted in a new perspective and a direction for creating a sustainable model of tourism and the onus lies greatly on the industry of hospitality and tourism. The major focus areas identified for the creation of a sustainable rural tourism destination from the study are- societal estrangement, journey and entrance limitations, individual defense gear like PPEs, the medicinal and physical condition, makeover any prospect disaster, transportation arrangements, key happening sightseeing, the trade base exchange of tourism domains, accommodation in hotel, trade information, and skill. This has led to the transformation of tourism. Niewiadomski, P. (2020) discussed that tour & travel tourism has come to an end to subsist. Even though the cost the humanity is bearing for this is huge, the provisional procedures of social distancing and home quarantine offered the tour & travel trade an unparalleled prospect for a restructure- and recreate according to the system of belief of viability and to overcome diverse evil practices of tourism development such as ecological squalor, financial abuse or congestion.

Rural Tourism Destinations Post Covid-19- Changes, Patterns, and Strategies

Because of the new travel restrictions imposed by COVID19, tourism destinations have seen an extraordinary duration of arrivals of tourist and income both being at 0. At the same time, people moving in mass in touristic activities having large number of tourists, can pose significant threats concerning their wellbeing, putting travelers at risk. As a result, we predict the advent of alternative tourism, which has a high upward potential, to replace mass tourism throughout the process of reviving tourism after covid-19 subsides. We describe niche tourism topics such as fitness, wellbeing, and metaphysical travel, and other various types of tourism be it rural, agro and eco being as novel travel items in this line of argument as discussed by Samarathunga, W. H. M. S. (2020). The worst-case scenarios for tourism decline, according to the study, primarily affect urban destinations that depend on international visitors. Rural destinations, on the other hand, provide an option. Some have also shown an improvement in tourists in the summer of 2020 as compared to the previous year. This new focus, however, necessitates investments in technology, marketing, and regional collaboration. Despite its many drawbacks, the epidemic caused by virus of COVID-19 provided as a growth's impetus for tourism being rural in nature, which initially concentrated on national visitors but could later

expand to include international visitors. Aside from increased stability, the Czech countryside has a wealth of historical, natural, and gastronomic attractions as well as spiritual sights. A favorable territorial base is created by a compact network of small towns and frequent public transportation. Tourism infrastructure, formal structure, promotion, and collaboration among all participants in the sector should all be given special attention as reported by Vaishar, A. (2020). Brouder, P., (2020) also discussed that the effect of the covid-19 disease on the sector of leisure industry and travel will highlight the value of travel for community in its non-existence. Its revitalization is unquestionable, for serving its sole determination of being used as a spot of attraction by tourists and local people, deliberation must be given to the “ethics of probability,” and the “ethics of possibility,” which must be discovered by thinking, performance, and achievement related with those in control positions of management. (Polukhina, A. 2021) reported about unprecedented problems in the tourist sector triggered by the COVID-19 crisis, firstly, raised questions about whether or not sustainable tourism would meet the Southern Development Goals (SDGs). They also stressed the need, as an urgent tool in the pandemic crisis, for balancing three pillars of survival being a sound foundation for lasting growth after pandemic caused by covid-19 virus.

CREȚU, R. C. (2020) discussed that During this time, the world tourism industry is facing the worst recession since World War II - the crisis caused by the coronavirus pandemic. Reservations were canceled, lodging and public catering facilities were closed, and flights were also canceled. Its caused losses in the revenues, with many travel and utility firms going bankrupt and workers losing their jobs. According to research into their attitudes, interests, and motivation, an ecotourist is defined by a high degree of education and training, an above-average salary, and a willingness to invest more in a destination over an extended stay. From a behavioral standpoint, the soft/hard paradigm is dominant. A typology has been established, and ecotourists have been divided into three categories: a) visitors with strong attitudes toward environmental protection and preservation who travel in small groups. They enjoy long trips with a limited range of services, are socially involved, and enjoy stimulating sports. He usually organizes his travel to feel like he is on a one-of-a-kind adventure, having a real-life experience. b) Travelers who enjoy ecotourism experiences as well as conventional vacations, and who are inspired by the insight and quality that an ecotourism destination

can provide. They like to travel in coordinated groups. c) These travelers are a mix between "hard" and "soft," since they tend to engage with nature and participate in physical activity while often searching for brief and multiple trips in larger groups with easy lodging and dining. As a result, it becomes much more relevant for the post-crisis era, when visitors and tourism unit owners will need to concentrate on nature, ecological tourism. Padro, C. (2020) reported on a post-quarantine replication (not to be looked as after covid-19 pandemic) arising from a sequence of forums held online held throughout the pandemic's highest instants, to increase consciousness and mobilize agents of travel for the advancement of travel preparation and information of travel, gaining benefit of the tourism industry's time of stagnation. Karim, A. (2020) reports that in the tourist village the modeling of institutional and human resources is more important: first, investment in human capital in education and health; Second; capacity building for rural organizations, in addition to village government organizations that jointly want to develop sustainable rural tourism as a development effort; advocating for a tourism model of village tourism for ensuring SDGs are implemented and practices.

Research Methodology

This study is based on various high-quality research works referred from various indexing portals, journals, websites, and magazines. The data was further analyzed based on its relevance with the intended research objective of the current study and was analyzed to censoriously evaluation previous and evolving literary works to support experts and investigators like improved comprehension, administer and interpret both the tourism effects and restructured tenets of tour & travel concerning covid-19.

Discussion and Implications

Due to the virulent disease-causing sporadic blocked boundaries due to restrictions athwart countries and is expected to prevail for more points in time and so it may also carry out of the country movements to be idle for as a minimum additional time may be months or years. Consequently, the conjugal voyage is the additional and rational perspective as a center of attention as of now. So, a noteworthy decline in commercial movements is being substituted by the growing figure of meetings conducted on platforms like Zoom or Microsoft Team. Giant international arrangements of functions and big assemblies are becoming total obsolete, including the trade of the meetings, incentives, conferences, and events catering to the marketplace of tour and travel to a standstill and will stay latent for a while.

Government help is expected by fetching in some instant actions that would decrease the rate of GST rates on hotel room tariffs. Hospitality organizations must develop a pioneering advertising interaction to build buoyancy in impending voyagers considering hotels and destinations safe. Augmented attentions are obligatory on hygiene and decontamination of chattels to generate poise and demonstrate importance.

Conceivably there is a lot of intentional thinking as there are already conglomerates, administrations, and diverse other associations idle and waiting for the entire prospect to follow their self-centered, opinionated, and monetary benefits which the present distress might generate even at the cost of those depressingly exaggerated by the deadly disease the most. Klein (2007) confirmed that such a threat is genuine and should not be unnoticed. So the tourism segment, decision-takers, travelers, specialists, and the academic world must work together to develop the novel trail of development to make the sightseeing additional inexpensively evenhanded and additional within society making it more naturally viable.

After correctly identifying and developing tourism products, the next challenge is to rebrand India as a "Niche Tourism Destination." The definition of "quantity" has collapsed, and "quality" is taking its place. Tourism being alternative can safeguard people, the ecosystem, and the financial system whilst also providing opportunities for rural areas to improve their livelihood. A knowledge-centered dynamic understanding will bring significant significance to the advancement of complementary tourism growth in India, as will the use of appropriate channels to promote our goods. Innovative research-based approaches will provide rise to tourism being innovative which will spot India as a world-class destination for tourist.

The tourism slump mostly impacted destinations that cater to international visitors. Wild, gastronomic, and local attractions in India's countryside have attracted domestic tourists. The local or area weakness of COVID 19 new outbreaks is what makes them special. The COVID19 pandemic has provided an incentive for rural tourism growth. The impact of direct prohibitions on rural tourism was minimal. Rural tourism destinations have seen a surge in demand for lodging and other tourist facilities. Public need supplementary homes after their own homes, walking, climbing, normal memorial tours, sports based on water, camp out, etc.

When the natural world shows signs of promise by short-term changes in animal behavior, there can be a shift in the attitudes potential visitors. Improved

ecological awareness is a forerunner behavioral improvement. It is also essential to point out; the challenge is to translate the optimism of the current time into shifted action while we continue to transition the travel and tour industry to its current reality. Since the restoration to tourism operations may be incremental, there is a hope that positive progress will be gradually incorporated in a provisionally secured travel and tour environment, which, in passing time, when momentary touristic constraints are removed, more informed travel would tend to emerge. While education is more aimed at improving the community's talents and abilities in the form of work the economy needs. Training not only provides scientists with a greater understanding of acceptance, cooperation, and new behavior towards eradicating injustice, backwardness, and dependency.

Conclusion & Way Forward

With the scale of the prevailing virulent disease, there is a vital requirement for not returning to usual trades' post the disaster is over, more willingly than a prospect to re-evaluate a conversion of the worldwide system of tourism which is further united to goals for ecological improvement. Combined with so, the role of rural travel and tour will perform a crucial part in the revival and will be based on conversion to further pliant tourism spots, providing the ideal chance to choose an innovative course and move being into a viable trail. More natural and fair tourism destinations may be created more efficiently post covid-19 due to the changed conditions and de-globalization.

The crisis will foster local tourism growth and increase the value of rural tourism facilities. In this market, there are strong growth possibility, particularly as requirement for rural travel in heavily urban zones is increasing. One means of stopping the relocation of various countryside spaces, of maintaining and developing countryside communities, and so of consolidating provincial sovereignty, is rural tourism. It is important to note that the Indian Federation has a vast area with many states, hundreds of nations and languages, an enormous difference of opinion, and an extremely varied climate when drawing up a collection of metrics for decision making. As a result, a scheme of coherent metrics must be capable to consider this miscellany at one side, and the idiosyncrasies of civic management that incorporate a broad array of authority and domestic personal administration, meaning the autonomous resolution of matters of local interest by the population on the other.

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